Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Campaign Strategy Stations**

DIRECTIONS: Travel around the room and use the artifact at each station to help you answer the questions below.

**Station 1 – Wholesale Politics**

1. What does Ron Paul’s commercial remind you of? Why do you think he chose that style?
2. What is the general message of Ron Paul’s advertisement?
3. Is this advertisement aimed at a large audience or a small audience? How do you know?

**Station 2 – Retail Politics**

1. Why do candidates shake hands, kiss babies, and greet crowds of their supporters?
2. How is this strategy different from wholesale politics?
3. How can these events impact an election?

**Station 3 – Microtargeting**

1. Why do you think candidates want to target such small groups of people?
2. What kinds of information do they use to target voters?
3. Do you think microtargeting works? Why or why not?

**Station 4 – Stump Speech**

1. What is a stump speech and how often does a candidate deliver it?
2. Does a stump speech ever change? If so, how?
3. Is it okay for a candidate to give almost the same speech in every town they visit? Why or why not?

**Station 5 – Photo Ops**

1. Why do you think candidates have their picture taken doing all of these things?
2. Who are Barak Obama and John Kerry trying to appeal to with their photos?
3. Who is Rick Perry trying to appeal to with his photo?